

modern multitaskers

Words by BEATRICE AIDIN

The latest beauty products are working double time to deliver a multitude of clever functions. Here's our pick of the best one-stop wonders

Photography: Anthea Simms/Victoria Beckham AW17

beauty



When Elizabeth Arden created Eight Hour Cream in 1930, she unwittingly invented the first modern multitasking beauty product that still sells out today. Fans such as Karlie Kloss and Victoria Beckham use it to soothe chapped lips and skin, calm spots, highlight cheekbones and tame errant hairs and eyebrows. Ms Arden even used it to calm her racehorses' bruised legs, such is its versatility. Given all those uses for one product, is it any surprise that we expect our beauty buys to work overtime? 'I don't think women are purposely looking for multitaskers, it's more that we need them,' says facialist and make-up artist Frances Prescott, creator of Tri-Balm. 'We are living in a fast-moving world with very little time to spare, so when we find a product that does everything and actually works, it's a no-brainer.'

throughout the day. When used over the course of a month, it helps build long-lasting hydration in the skin.' [£36, emmahardie.com](http://£36,emmahardie.com)

The Double-Duty Scrub

For those dreaded mornings after the night before when a flat white just won't cut it, take to the shower with The Hungover Potent Peppermint Coffee Scrub from Optiat. Combining a refreshing zingy peppermint aroma with reclaimed coffee grounds, this sense-awakening scrub is gentle enough to use on the face as well as the body. 'The small coffee grounds exfoliate skin and the caffeine stimulates blood flow and helps eliminate toxins and water retention,' says Anna Brightman, co-founder of Optiat. 'Used on the face, it reduces tell-tale puffiness and dark circles around the eyes.'

[£9.99, optiat.co.uk](http://£9.99,optiat.co.uk)



The One-Stop Stick

The aforementioned new Tri-Balm is set to be a modern classic – a cleanser, exfoliator and moisturiser, it comes in a flight-friendly carry-on stick and can also be used as an overnight mask. 'I formulated Tri-Balm with the purest premium ingredients from plants and flowers so you have a practical yet luxurious product that feels and smells indulgent,' says Prescott. Ingredients include pumpkin enzymes to exfoliate, hyaluronic acid, antioxidant-rich carrot oil plus essential geranium oil to reduce anxiety that can lead to wrinkles. 'The key with multitasking products is to ensure that each function performs well without outdoing another, so it is incredibly important to achieve the correct ratio and blend of ingredients.'

[£39, francesprescott.com](http://£39,francesprescott.com)

The Magic Wand

In 1996, François Nars unveiled The Multiple (the original multi-purpose make-up stick for eyes, lips and cheeks). Since then, demand has surged for multitasking make-up. Now Smashbox has launched its game-changing Studio Face Shaping Foundation – a single handbag-friendly stick that boasts a foundation at one end and a complementary contour shader at the other. Apply the shader to your forehead, nose, hollows of cheekbones and jawline, before blending and buffing for a flawless, instagram-worthy finish.

[£29.95, smashbox.co.uk](http://£29.95,smashbox.co.uk)

The Instant Flush

Forty years after Benefit initially created Benefitint to enhance the nipples of an exotic dancer (it was 1970s San Francisco, after all) this cult product takes on a new shape in the form of GoGo Tint – a bright cherry-hued stain which can be applied to cheeks and lips for a natural, sheer flush. And luckily for mistletoe season, it's longlasting and kiss-proof too.

[£25.50, benefitcosmetics.com](http://£25.50,benefitcosmetics.com)

